# **CDOT Branding Guidelines**

In 2014, Colorado developed brand guidelines for all state agencies. The goal of establishing a statewide branding is to conserve state budgets by eliminating the need to create and manage individual brands for departments, divisions, and programs.

All documents in this tool kit are developed following the Colorado brand design guidelines for CDOT. Any changes to the documents must comply with the branding guidelines. The guidelines specify the fonts, colors, and styles all CDOT documents must use.

A summary of the CDOT brand guidelines is enclosed. For more information about Colorado’s branding please visit: <https://sites.google.com/a/state.co.us/test-0117/home-1>